

Plain Talks

GULF STATES UTILITIES COMPANY
APRIL, 1964



April, 1964



Plain Talks

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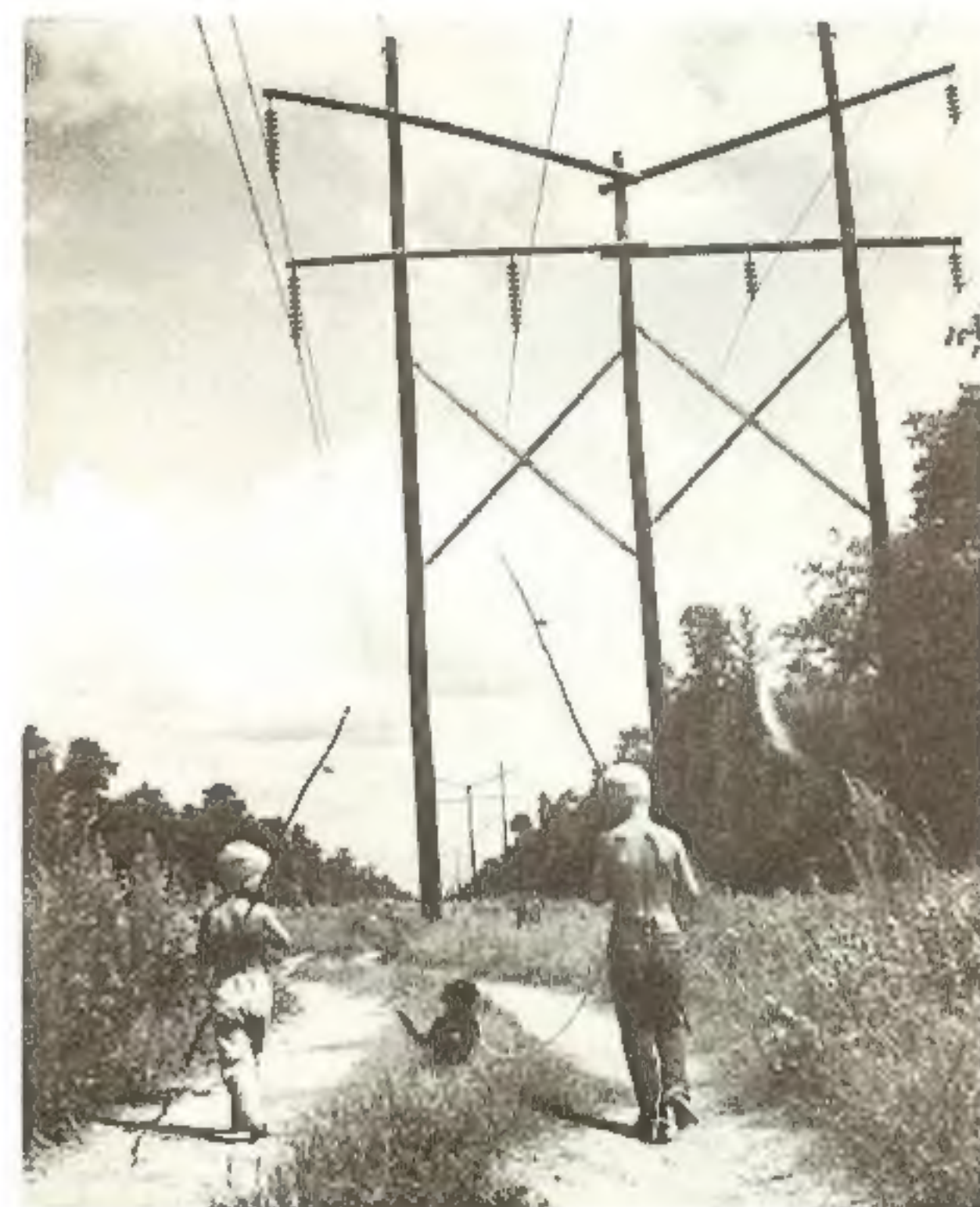
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Plain Talks is issued monthly by the Advertising Department of Gulf States Utilities Company for employees, in the interest of broadening the knowledge and understanding of the Company, the area served, the investor-owned electric industry and the American Free Enterprise system.

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OUR COVER



SPRING is here—can summer be far behind? Evidently these two young men and their friend could not wait to find out. On the first warm, sunny day of the season off came the shoes and shirts, out came the old fishing poles and the bent pins and Jeffery Fussell and Dennis Johnson were off down a dusty road to see if the fish were still biting in their favorite fishing spot. Of course, these two little boys aren't the only ones anxious to find out if they're still biting down at the river, up at the dam, out in the Gulf, in the bay, or anywhere else the big "boys" haul them in. As the days get warmer, it takes nothing more than a question to turn the conversation to fishing here in this part of the country where so many fishing places can be found and such a variety of fishing is offered. From conversation, it is only a short step to planning a trip for the weekend. First thing we know, there are a lot of Gulf Staters out having as much enjoyment out of fishing as these two young men had with their elementary fishing equipment.

RULES ARE FOR YOUR
BENEFIT—OBSERVE THEM



"I JUST DISCOVERED A
NEW WAY TO BE FOOLISH."

Not Just A Slogan

IT has been said that "Safety is more than a word or a slogan. A safe individual is one who is well informed, possesses superior skills and desirable attitudes and use them in his everyday activities."

People, when cautioned by a supervisor or fellow employee for committing an unsafe act, often remark, "So what, I've been doing it this way for 20 years." One would strongly suspect that accident investigations, properly evaluated, would reveal that the attitude of the individual involved was the underlying cause of the accident.

In many cases, accidents are passed off as caused by "carelessness" when actually the distant cause was the attitude of the individual. Perhaps he was inclined to take short cuts in his work assignments. He might have taken the same short cut many, many times but nothing really ever happened . . . but . . . some day . . . somewhere along the line . . . the individual with an attitude which prompts him to take the short cut will find himself involved in an accident.

And so it is, "Safety is more than a word or a slogan, it is a desirable attitude and a way of life." And, as the road of all virtues is strewn with temptations, so is the path of safety. We call these temptations "Fatal Fallacies" and by definition, a fatal fallacy is a mistaken belief that leads to disaster.

When anyone is inharmonious it is a pretty good sign that he is dissatisfied with himself.—Lowell Fillmore in Progress.

April, 1964

GULF STATES UTILITIES COMPANY



FOR YOUR INFORMATION

Clapp Suggests Possible Higher REA Interest

REA Administrator Norman Clapp told the NRECA annual meeting in Dallas on March 10, that an "intermediate" financing plan might be considered to meet the needs of more advanced rural systems. He said that between "the present basic type of REA financing (two per cent interest) and the ultimate access of rural electric systems to the private money market" there is a middle ground for future financing "that should be studied and explored." He pointed out, however, that the present rate of interest was necessary for newly organized co-ops.

What others are saying . . .

REA Realism

THE Rural Electrification Administration now appears to be coming to the end of its financial line.

And it's about time.

In a Dallas speech, REA Administrator Norman A. Clapp is quoted as proposing a new type of supplementary lending to REA borrowers at the full interest cost of money to the federal government. He was speaking of the two per cent rate on REA loans which has been a subject of controversy between REA borrowers and investor-owned utility companies, such as GSU in our area.

The utilities charge that it costs the federal government nearly four per cent to get the money REA lends at two per cent. In his speech, Clapp conceded that since two per cent loans are held to involve a cost to the government it can be expected that from the public standpoint there will be resistance to providing the full capital needs of rural electric systems for projected growth.

He's right. An informed public is already protesting lending that is unfair to private enterprise. He's also right in suggesting that the higher interest loans could be used for such expansion as building bigger generating plants and the acquisition of other power systems. Such uses of REA funds have properly come under criti-

It was also announced at the Dallas meeting that NRECA has retained a New York investment banking firm, Kuhn, Loeb, to study the possibilities of obtaining private financing for future co-op electric power projects.

This proposal calls for "a study in depth of the future capital requirements of rural electrification and means of meeting them, including an examination of the feasibility of obtaining funds in private money markets, and an appraisal of the modifications (if any) which should be sought in REA financing."

cism from investor-owned utilities.

Nobody, not even the investor-owned utilities, deny the past performance of the REA. It has, as it was designed to do, reached out and brightened the dark corners of the country. It has raised the standard of living in remote rural areas and it has aided the national economy in doing so. But now that this has been done, it is time for the REA to begin thinking in terms of retirement, of retrenchment rather than new growth.

Perhaps the proposed new type of supplementary lending is a step in that direction. We can hope that it is.

*Beaumont Journal
March 13, 1964*

to CURE MORE
GIVE MORE to

AMERICAN
CANCER
SOCIETY



ATOMIC ENERGY SYMPOSIUM

For High School Students

presented by

Lamar State College of Technology

and

Gulf States Utilities Company

in cooperation with

Texas Atomic Energy Research Foundation

GETTING THE WORD. Dr. Richard Wainerdi of Texas A&M University, second from right with hands raised, answers one of the many questions that bombarded the panel during the closing session of the Atomic Energy Symposium. Others on the panel were, seated from left to right, Dr. Frank A. Thomas, Dr. Harold T. Baker, both of Lamar Tech, Dr. J. A. Scanlon of the University of Texas and Dr. F. R. Scott of General Atomic in San Diego. Standing at extreme right is Howard R. Drew, moderator and executive vice president of the Texas Atomic Energy Research Foundation.

"IS there any change in the electron affinity of the element used in the torus as well as the plasma?" came the question over the public address system.

Moments later, another query filled the auditorium.

"Does the Li Blanket surrounding the magnetic bottle suffer any changes in atomic structure from neutron absorption?"

A high-level conference on nuclear science? Physics? Math?

None of those.

Those questions—and many more like them—were pouring in with surprising frequency during the Atomic Energy Symposium Saturday, March 21, at Lamar State College of Technology in Beaumont. Held in the new ultra-modern Lamar Theatre, the one-day symposium was co-sponsored by the college and our Company.

The non-school-day audience that surpassed 400 represented the keenest young minds presently engaged in high school level science in Southeast Texas. The participants, who came from 29 schools in our Company's Beaumont and Port Arthur divisions, were carefully selected on the basis of interest and ability in scientific subjects because of the high level talks.

The symposium, the second local meeting of its kind to be sponsored by our Company, was arranged with two objectives in mind: first, to bring to the students lectures on nuclear physics and nuclear fusion research by outstanding scientists and, second, to provide the students with an opportunity to obtain answers to their questions on scientific careers and college curricula.

The day's featured speaker was Dr. F. R. Scott of the General Atomic Division of General Dynamics Corporation in San Diego. Dr. Scott is group leader in the fusion project now under way at General Atomic's John Jay Hopkins Laboratory. The project in controlled nuclear fusion research is being financed by the Texas Atomic Energy Research Foundation and it is the world's first and largest privately-endowed program.

The Foundation is made up of our Company and nine other electric utilities operating in Texas.

Other speakers were Dr. J. A. Scanlon, director of the Nuclear Science Laboratory at the University of Texas, and Dr. Richard E. Wainerdi, associate dean of engineering at Texas A&M University. The three speakers were joined by two faculty members from Lamar Tech, Dr. Frank A. Thomas and Dr. Harold T. Baker, and Howard R. Drew, executive vice president of the Texas Atomic

AN INTENT, ATTENTIVE AUDIENCE. The interest never lagged for some 400 students and teachers who attended the second one-day Atomic Energy Symposium sponsored by our Company for high school students in Beaumont as they heard some of the outstanding nuclear scientists of Texas and the nation lecture on nuclear physics and nuclear fusion. The symposium was held in the theater on the campus of Lamar Tech in Beaumont. The audience was made up of students and science

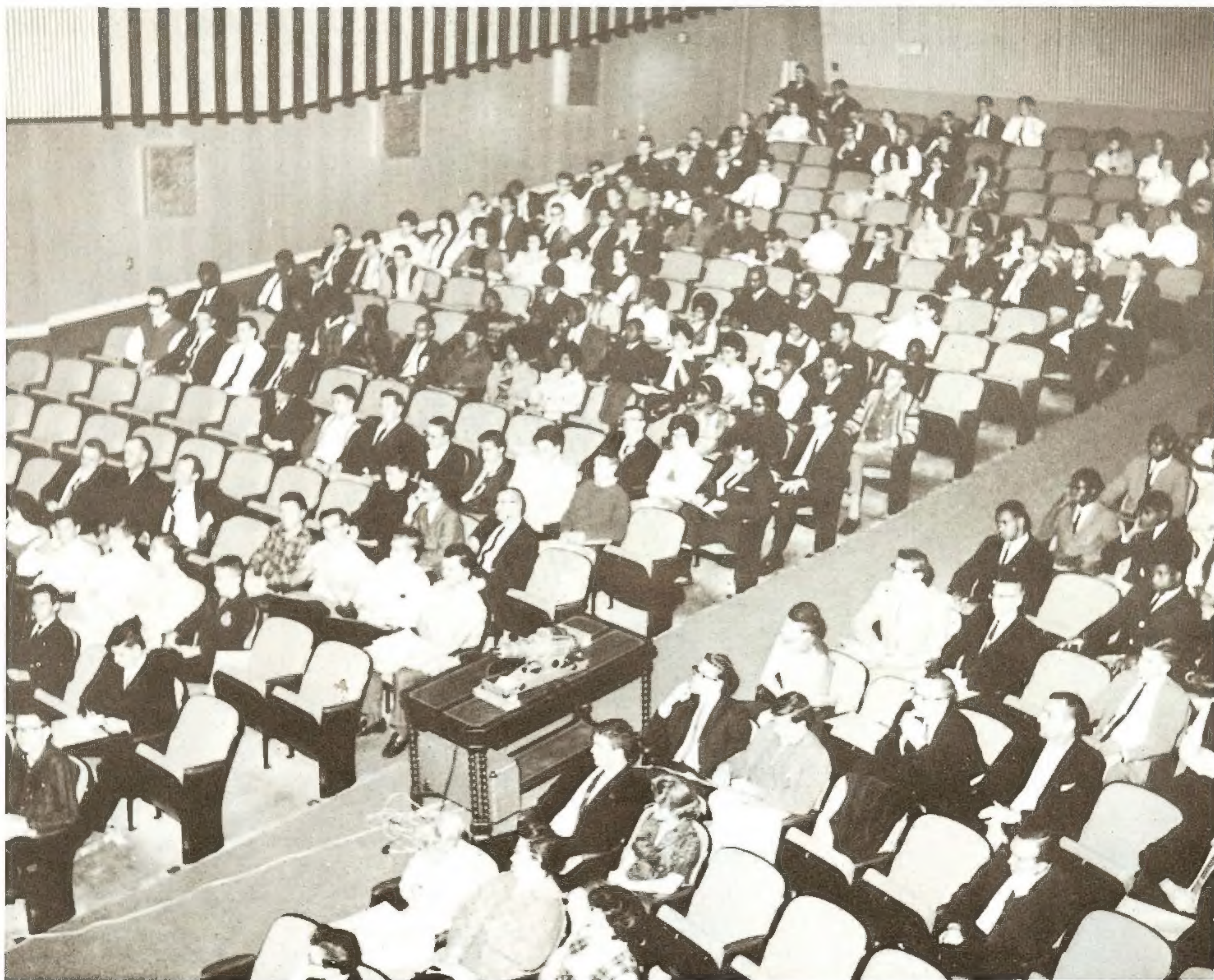
Energy Research Foundation, on the panel that closed the symposium with a lively question-answer session.

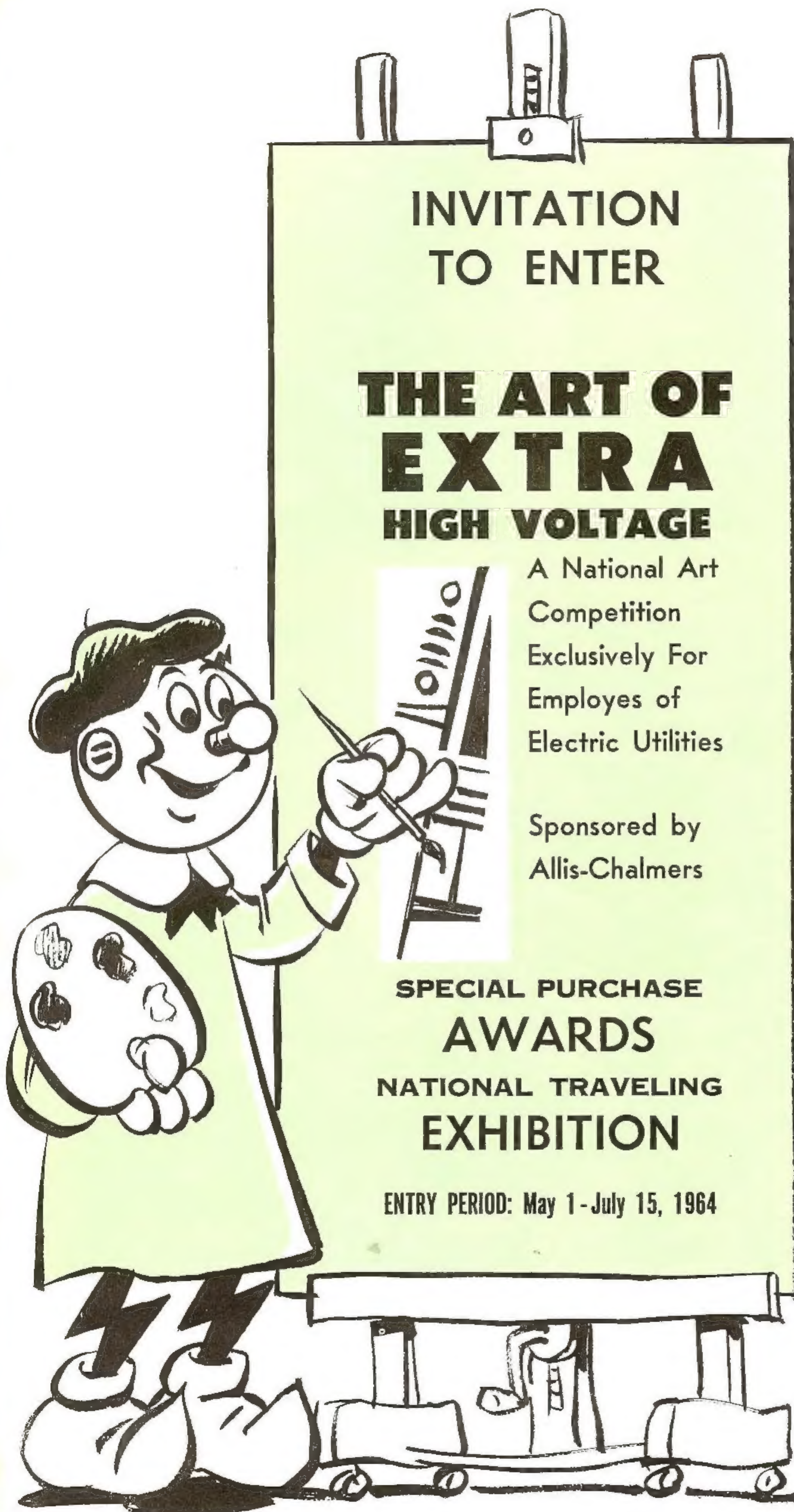
A clearly-defined challenge was hurled to the eager, intelligent minds in attendance through the discussions of subjects literally on the frontiers of scientific endeavors in the United States. Their interest was underlined by the bevy of questions shot back at the lecturers after each talk.

"It was the best audience I've talked to in some time," said Dr. Scott on the heels of the symposium. "They were interested in what we were talking about because they asked a lot of good, interesting questions."

The students and their teachers were welcomed by Dr. F. L. McDonald, president of Lamar Tech, and our Company's A. W. Hastings, vice president and assistant to the chairman of the board. They were our Company's guests at lunch on the campus.

sponsors from 29 schools in the Beaumont and Port Arthur Divisions. The participants were carefully selected on the basis of interest and ability in scientific subjects because of the high level talks. Our Company will also be a co-sponsor of a week-long Atomic Symposium, June 7-10, at the University of Texas in Austin. Students from all over the state will attend this investor-owned electric company sponsored program.





WHAT'S your hobby? If it's sketching or painting, here's good news for you.

Allis-Chalmers, a pioneer supplier of electrical equipment for utilities, is sponsoring a national art competition this spring exclusively for utility employees. Entry period for the competition, called "The Art of Extra High Voltage," is from May 1 to July 15, 1964.

The sponsor is offering \$3000 in cash purchase awards. Art work will be judged by world renowned art experts and the winning entries will form an exhibition that will tour the United States for approximately two years.

Primary aim of the competition is to stimulate a greater awareness among the general public of the importance of Extra High Voltage (EHV). This, as you know, is power transmitted at voltages above 230,000. It is a highly efficient method of transmitting large blocks of electrical power over long distances and will make possible the interconnection of power systems throughout the country into one network.

How to depict this technological advance in art terms is the challenge presented by the competition. No restrictions have been placed on what the art work should show as long as it deals with some phase of Extra High Voltage.

Full rein will be given the artists to express his or her own impression of EHV. Paintings, for example, might show linemen at work on power lines, rows of transmission towers, switches, transformers, substations, or circuit breakers.

The artist is free to range from realistic to abstract, from still life to action painting. Acceptable media include oil, encaustic, tempera, mixed media, water color or drawing. Entries should be no smaller than 9 by 12 inches and no longer than 60 inches in any dimension.

To make it easy for utility employees to enter the competition, judging will be conducted on a regional basis, with the country divided into five collecting areas—New York, Atlanta, Milwaukee, Dallas and San Francisco.

A prominent art authority will serve as juror in each of the collecting areas beginning in mid-July. Each juror will select 15 canvases from his region to make up the 75, which will form the traveling exhibit. Then a purchase awards jury will meet in Milwaukee in August to determine canvases to be purchased by Allis-Chalmers.

Regional jurors are: New York—Will Barnet, prominent artist, author and faculty member of the Famous Artists Studio; Atlanta—Lamar Dodd, Chair-

man, Division of Fine Art, University of Georgia, Athens, Georgia; Milwaukee—Dean Meeker, artist and printmaker, University of Wisconsin, Madison, Wisconsin; Dallas—Jerry Bywaters, Director, Dallas Museum of Fine Arts; and San Francisco—George D. Culler, Director, San Francisco Museum of Art.

In September the 75 winning regional

entries will be exhibited at the Layton School of Art, Milwaukee. Following this premier showing, the canvases will be sent on a two-year tour of art centers and utility display areas throughout the country. The traveling exhibit will enable utilities, their customers and employees to see the exciting progress being made in EHV. It is expected that

each winner will have his painting exhibited in his own region and perhaps at his own company.

Gulf Staters interested in entering the competition can obtain a brochure and entry information by writing Warner Frazier, Art of Extra High Voltage, Allis-Chalmers, Box 514, Milwaukee, Wisconsin 53201.

THE STORY OF EXTRA HIGH VOLTAGE

EXTRA - HIGH - VOLTAGE power transmission, which utility men call EVH, is the new technological "giant" that makes interconnecting the power concentrations of the world practical. The application of this advanced technique is probably the most important and far-reaching development the utility industry has seen since nuclear power. It affects all of our lives directly and has a very real influence on our entire economy. To understand its full impact, its long range significance and the dynamic characteristics of its very nature, one needs to know something of the history of EHV—in a sense it is the history of the entire utility industry.

Growth of Systems

Back in 1882, the little power station pioneered by Thomas Edison served a square mile of New York City. Soon such systems dotted our growing nation. The systems were small because power was generated at very low voltages and could therefore be transported only short distances without prohibitive line losses. Even today, electricity can be economically produced only at relatively low voltage (up to 24,000). But something happened in 1886 to make longer distance transmission practical. Commercial application of the alternating-current transformer permitted systems to spread out because transformers could increase (in effect, "pump") generated power to higher voltages for efficient long distance transmission and the reduce it to distribution voltages (110, 220, etc.) at the other end of the line.

Great power systems grew because

now electricity could be transported in large quantities over any distance. Today, both large and small systems are tied by strategic interconnecting transmission lines to form, in effect, one large synchronous system. Electric clocks throughout the system run "on time" (synchronously) and in stormy weather or other emergencies, power generated in one city may be transmitted hundreds of miles, benefiting dozens of states, to assure continuous service to the stricken area. Such long distance power lines are like super highways in the sky. Strung between giant towers, they span valleys, mountains, and plains, carrying electric power at super (or, as we say, extra high) voltages that range from 230,000 to 500,000 volts. Before long 700,000-volt lines will be in service and research facilities are already exploring the challenges of million-volt transmission systems.

Beginning of EHV

These fantastically high voltages began in 1936 when a 287,000-volt line was built from Hoover Dam on the Colorado River to the city of Los Angeles. In 1952, Sweden placed a 380,000-volt line in service to transmit its power 600 miles from northern dams to Stockholm. In the years since, utility engineers in many countries have experimented with EHV and built operating lines with phenomenal results. Over the great distances of European USSR, in the heart of Africa, across the many nations of Western Europe, within the British "grid," throughout the U.S.A. and Canada, and from island to island in Japan and New Zealand, EHV is the vital link which brings low-cost electric power to homes, farms and factories. It forms the system arteries for power that is generated by oil, gas, coal and nuclear-fired steam-electric stations or from remote hydro sources; coursing life-serving power to where people and industry can use it economically.

EHV Substations

Huge voltage-increasing and voltage-decreasing substations are typical of EHV. It is here that giant transformers tie transmission lines to terminal equipment, lightning arresters act to

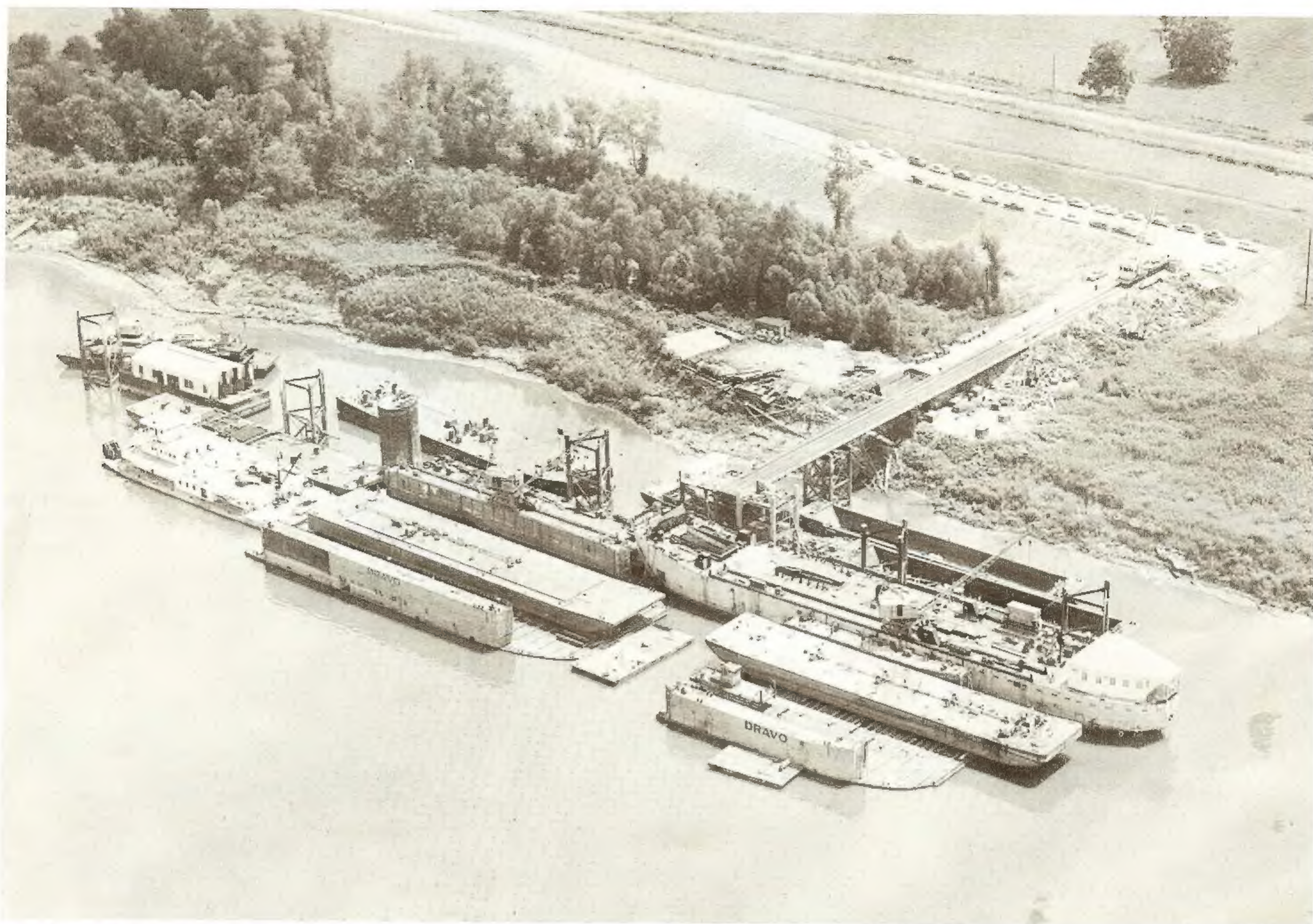
dissipate surges of excess voltage, and high-speed circuit breakers interrupt faulted circuits and thereby protect the system and its equipment. Like a big checkerboard, the terminal substation spreads out replete with these and other devices, such as reactors, capacitors, isolating switches, and metering transformers, and relay control centers. Over all this, a maze of conductors, insulators, grotesque shielding and structural steel towers seem suspended like a mysterious web.

Remote and often unattended, these substations give no hint of the complexity and importance of their functions. Only the soothing hum of power, at work in the huge transformers, suggests that the station is, indeed, operating. But let a short circuit or other system fault occur, and the mighty circuit breakers blast open the circuit, stopping power flow with such speed and force that the retort is like a cannon shot!

Our EHV Story To Be Presented

KEY Company personnel will hear our Company's version of the EHV story during the April department head meetings in Beaumont, April 27, Baton Rouge, April 28, and Lake Charles, April 29, when members of the System Engineering Department, under the direction of J. B. Coltharp, engineering manager, present a program on the EHV line being constructed to handle the power interchange between the South Central Electric Companies and TVA.

Speakers on the program are: Van Boudreaux, "Towers, EHV—500 KV"; J. B. Fanette, "Rights-of-Way, EHV—500 KV"; Guy Miller, "Foundations, EHV-500 KV Towers"; J. L. Powdrill, "Conductors and Related Hardware, EHV-500 KV"; George Cannon, "Substations—Their General Appearance and Size, EHV-500 KV"; and V. H. Tompkins, "Communications Facilities Used by Our Company."



BATON ROUGE'S FLOATING SHIP HOSPITAL. The marine repair facilities of the Dravo Corporation on the east bank of the Mississippi River at Baton Rouge is one of our most novel customers. This floating hospital for ships is fully equipped for major repair and maintenance of tow-

boats, barges and other river craft. All operating facilities are afloat, stretching along 2,000 feet of the east bank of the river, and are connected to shore by a 280-foot bridge. The facilities also provide ship-side services to seagoing vessels.

*One of our most unusual all-electric customers
rides at anchor in the Mississippi
River at Baton Rouge . . .*

Hospital for Sick Ships

By D. F. LATIMER
*Industrial Engineer
Baton Rouge*

A floating hospital for ships is the latest addition to Baton Rouge's mushrooming port facilities. This is the \$2 million marine repair installation of the Dravo Corporation. It is fully equipped for major repair and maintenance of towboats, barges and other river craft. Ship-side service is rendered the seagoing vessels that come upriver to Baton Rouge.

From its beginning, a little over a year ago, Dravo now employs a work force of 200 men. The converted LST repair ship, with machine shop,

structural shaping facilities and dry docks, makes engine, shaft and propeller repairs, does structural forming and custom marine machine work of all types.

All operating facilities are afloat, moored to pipe pile and cellular structures stretching along 2,000 feet of the east bank of the Mississippi. A 280-foot bridge connects the floating plant to shore. Three shifts maintain round-the-clock service and repair work, floodlighted at night for evening operations.

Dravo's business offices are electrically heated and cooled by twelve one-ton reverse cycle electric window unit heat pumps. The choice of window units enables them to separate the offices yet retaining individual temperature control of various spaces. The electric heat pumps are today's modern answer to ideal year-round indoor comfort, for business places as well as homes. The heat pumps provide clean, filtered winter heating and summer cooling from each unit, using only electricity. Dravo receives only one utility bill, deriving maximum benefit from the flameless energy.

The marine repair yard also installed 80 kilowatts of electric heating in the men's dressing and dining rooms. Eight individual heaters pinpoint heat where it is enjoyed to its fullest, not uselessly heating areas which are not frequently utilized.

The flameless heat means safety, convenience and minimum maintenance, three factors which always turn the advantages to flameless electric heat.

Dravo Corporation has a 350 kilowatt demand. Our Company provides service to the levee at 2400 volts from where Dravo carries it across the 280-foot deck and to the various distributing points.

DRAVO CORPORATION will be one of our customers featured in the April "Industrial Newsletter" prepared by the System Advertising Department for the Commercial and Industrial Sales Department. Each month "Industrial Newsletter" is mailed to industrial engineers and customers throughout our service area.

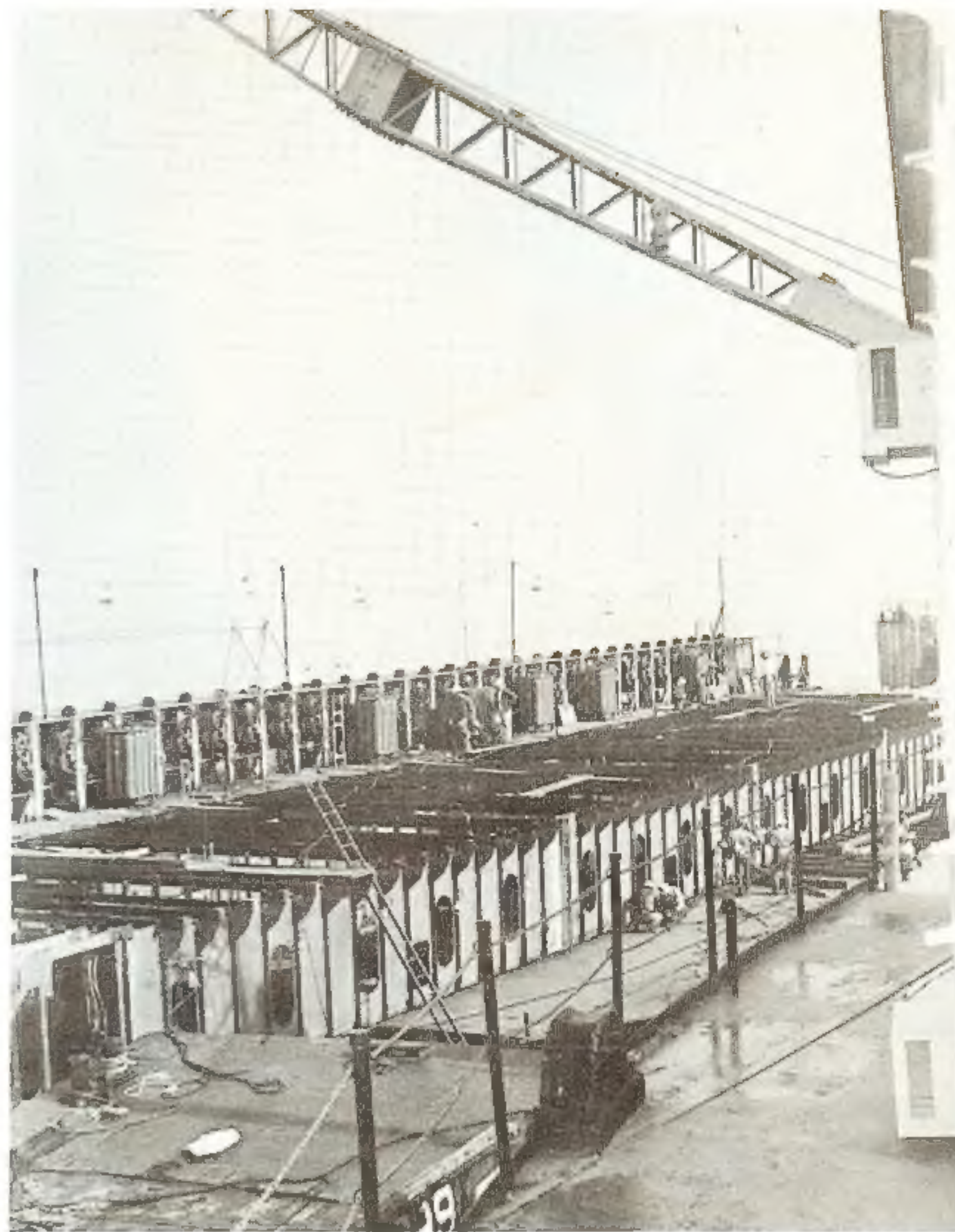


The information for the article is gathered by the industrial engineer who services the industrial customer's account. D. F. Latimer, industrial engineer, Baton Rouge, provided the material for the story on Dravo Corporation, one of his industrial accounts in Baton Rouge Division.

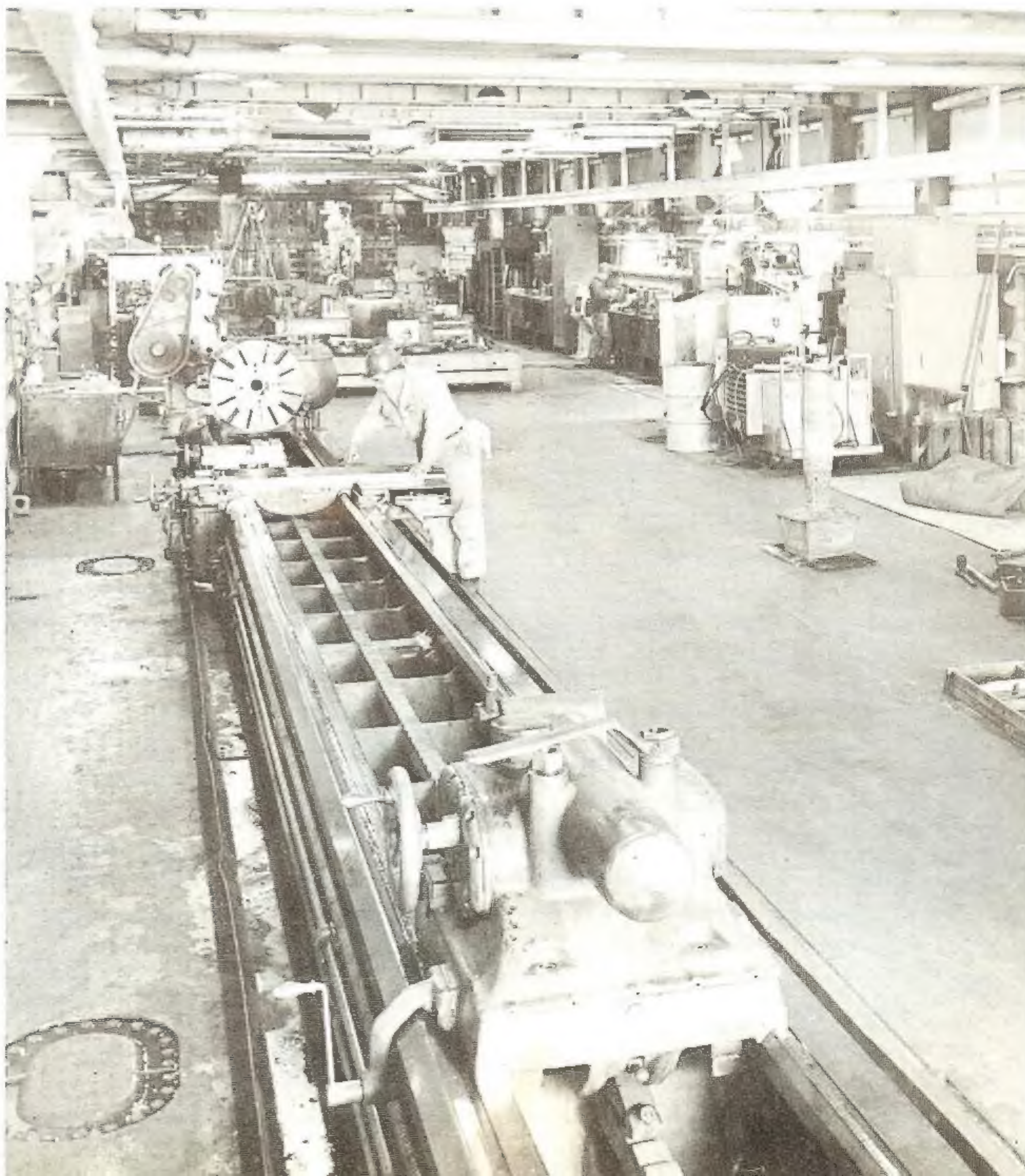
Mr. Latimer is a 1936 graduate of Michigan Tech with an electrical engineering degree. He joined Baton Rouge Electric Company in 1937 as an industrial engineer. In 1938, the Baton Rouge system merged with Gulf States Utilities, establishing our present system.

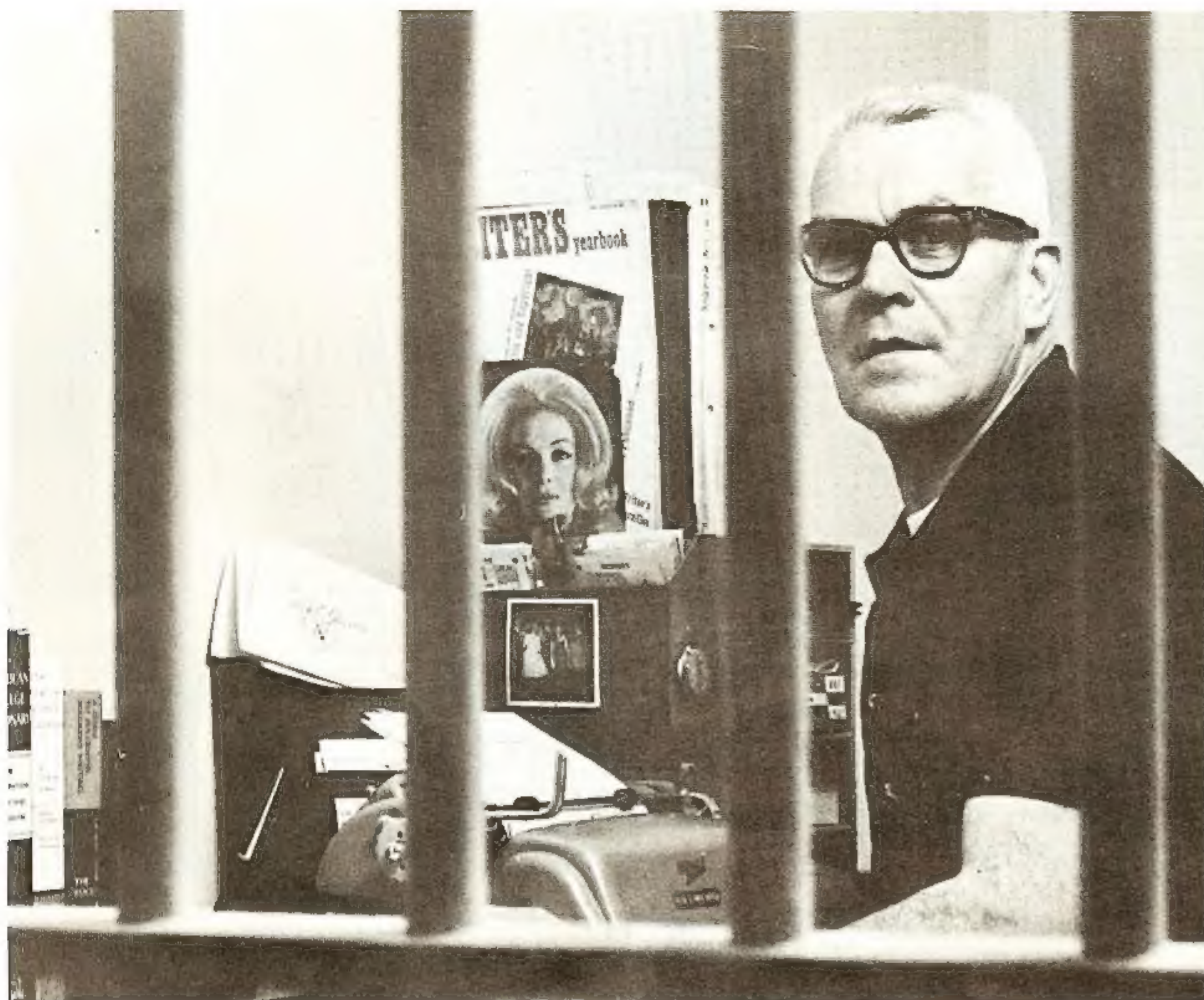
FLOATING MACHINE SHOP. A machinist for Dravo Corporation's works on one of the large lathes in the floating machine shop in the marine repair facility. The shop is fully equipped for engine, shaft and propeller repairs. It can also handle custom machine work, minor structural fabrication and a full range of welding or burning.

April, 1964



BARGE BUILDERS. Dravo Corporation crews work on a barge tied alongside the floating ship repair facilities. Dravo employs a work force of some 200 men which has added greatly to the economy of the Baton Rouge area.





THE AUTHOR'S OFFICE. The author of this article sits at his typewriter in what he calls "the busiest 'private office' in my home town." Home town is the world's largest walled prison, the Southern Michigan Prison in Jackson, Michigan. 87776 says his forte (and downfall) are fraudulent checks and he is currently serving a 12 to 14 year sentence in Southern Michigan.

Nobody Votes in my Town

by

87776

IT was November 27, 1963. Half of my town's 4,700 population jammed the theater. The newsreel showed the assassination of the President of the United States. Many of my townspeople applauded the scene.

Russia? Cuba? Red China?

No. My town is in mid-America. Most of its inhabitants are chronic misfits. The name of my town is Southern Michigan Prison.

"He shoulda never been elected," remarked the middle-aged convict next to me. I knew him well; he was serving his fifth term here.

"I take it you voted for Nixon," I said.

"You kiddin'? I never voted in my life. I got sense enough to know no matter who's elected, the best John Q. Public's gonna get is the worst of it. The hell with votin'!"

That's seditious philosophy, isn't it? "The hell with votin'!" means down with democracy, your country, your government and, therefore, every home (where government really begins) in the land.

Yet, I've voiced such sedition myself. Only it came out something like this: "Couldn't make it to the polls. Had other things to do on election day."

The reflection lured me into deep concern and held me down with this hard and heavy fact: I was stripped of my voting privileges for many elections to come. What I felt left no room for self-esteem.

As the feature movie ran, I wondered how my fellow inmates felt about not being allowed to vote. Later, I questioned nearly 300 of them. Almost 90% indicated that the least of their worries was their loss of voting rights. No less

than 80 individuals admitted that they'd never bothered to vote! (Could the deeds that landed us here be germane to such disregard for democracy?) Consider these responses to the question: Did you vote regularly when you were free?

Dope peddler (age 30, doing 8-10 years): "The proudest minute of my life was when I cast my first ballot. I'd just turned twenty-one. After that—well, you know how it is."

Pickpocket (age 50, serving 2-5): "I always went to the polls, but not to vote. With everybody in such a hurry to get their voting done and over with, I had easy pickin's."

Habitual drunk (serving 1-2 for non-support): "They always let us off work in time to make it to the polls, all right. But I'd stop at a friend's house to talk the election over. There'd be a bottle or two around. And somehow, before we considered all the issues and candidates and decided who'd get our vote, it was either too late or I was too drunk to care any more."

Gambling syndicate underling (age 33, serving 5-10): "The organization always saw to it that I voted; even told me who to vote for."

Vote fraud fall-guy (age 72, serving 1½-2): "Election days was gravy days for me. I always voted. Got five bucks a ballot. Sometimes I made fifty-five, sixty dollars."

As for me—well, it's occasionally difficult to take a long hard look at oneself and like what you see. I'd often sold my vote as irrevocably as the vote fraud fall-guy had. My sell-out inducement was a hunting or fishing trip, a lady friend who liked attention, pressing business of assorted kinds. Indeed, I've leaped on every lame and selfish excuse in the American voters' book. But someday I'll have a chance to prove my determination never again to waste an opportunity to vote. Till then . . .

What about you?

Like many other sheer blessings in America's full-fashioned freedom, the privilege of voting is never completely appreciated until it is lost. I know. Therefore, I agree with the immigrant who said, "Americans don't adequately appreciate their system of government because they don't understand what it ain't."

However, our Star Spangled Banner waves best when every thread is intact. Similarly, the government it represents needs every vote.

But nobody votes in my town. Nobody may.

What could be worse, patriotically?

Only your town, where everybody may vote . . . and you don't.

Completes 43 year career . . .

E. L. Robinson to Retire May 1 As Vice President, Sales Manager

E. L. ROBINSON, Beaumont, vice president, general sales manager and a director of our Company, will retire May 1, completing nearly 43 years of service with the Company and its predecessors.

A native of Bryan, Texas, and an electrical engineering graduate of Texas A & M, Mr. Robinson began his career in the utility industry as a student engineer in Beaumont in 1921 with the Eastern Texas Electric Company.

After working in the Meter and Railway Departments, he was transferred to Port Arthur as meter foreman from 1925 to 1926. He then returned to Beaumont and was assigned to the Power Sales Department.

He progressed through several sales positions and, in 1934, was promoted to sales superintendent of Navasota Division. The following year he transferred to Lake Charles Division in the same capacity.

Following his tour in Lake Charles Division he was moved back to Beaumont to head the Power Sales Department. In 1942, he was promoted to system manager of Industrial Sales. He was manager of Beaumont Division from 1947 to 1954 when he was promoted to general sales manager of the Company. In 1953, he attended the twenty-third class of the Harvard Advanced Management Program.

Mr. Robinson was elected a vice president in 1955. He has been a member of our board since November, 1960.

Long active in community and industrial affairs, Mr. Robinson is especially well-known for his work with the Beaumont United Appeals. He is presently serving a second term as president of the United Appeals Board of Trustees. He served as drive chairman of the 1959 United Appeals Drive which raised \$653,257 to surpass a goal of \$644,363. He is currently vice president and member of the board of Bap-



E. L. Robinson

tist Hospital of Southeast Texas, and was chairman of a drive to raise \$1,000,000 for the hospital's building fund.

He is also a member of Beaumont's First Baptist Church and a director of the Gateway National Bank of Beaumont.

Mr. Robinson is a past president of the Beaumont A&M Club, the Beaumont Rotary Club, the Petroleum Electric Power Association, the Community Chest Board of Trustees and the Community Council.



RESIDENTIAL KILOWATTHOUR TROPHY PRESENTED. E. L. Robinson, vice president and general sales manager, Beaumont, congratulates E. G. Hodges, superintendent of sales, Lake Charles Division, for winning the "Residential Kilowatt-hour Trophy" for February. The trophy is awarded monthly to the division having the largest gain in the average use of electricity per home customer.

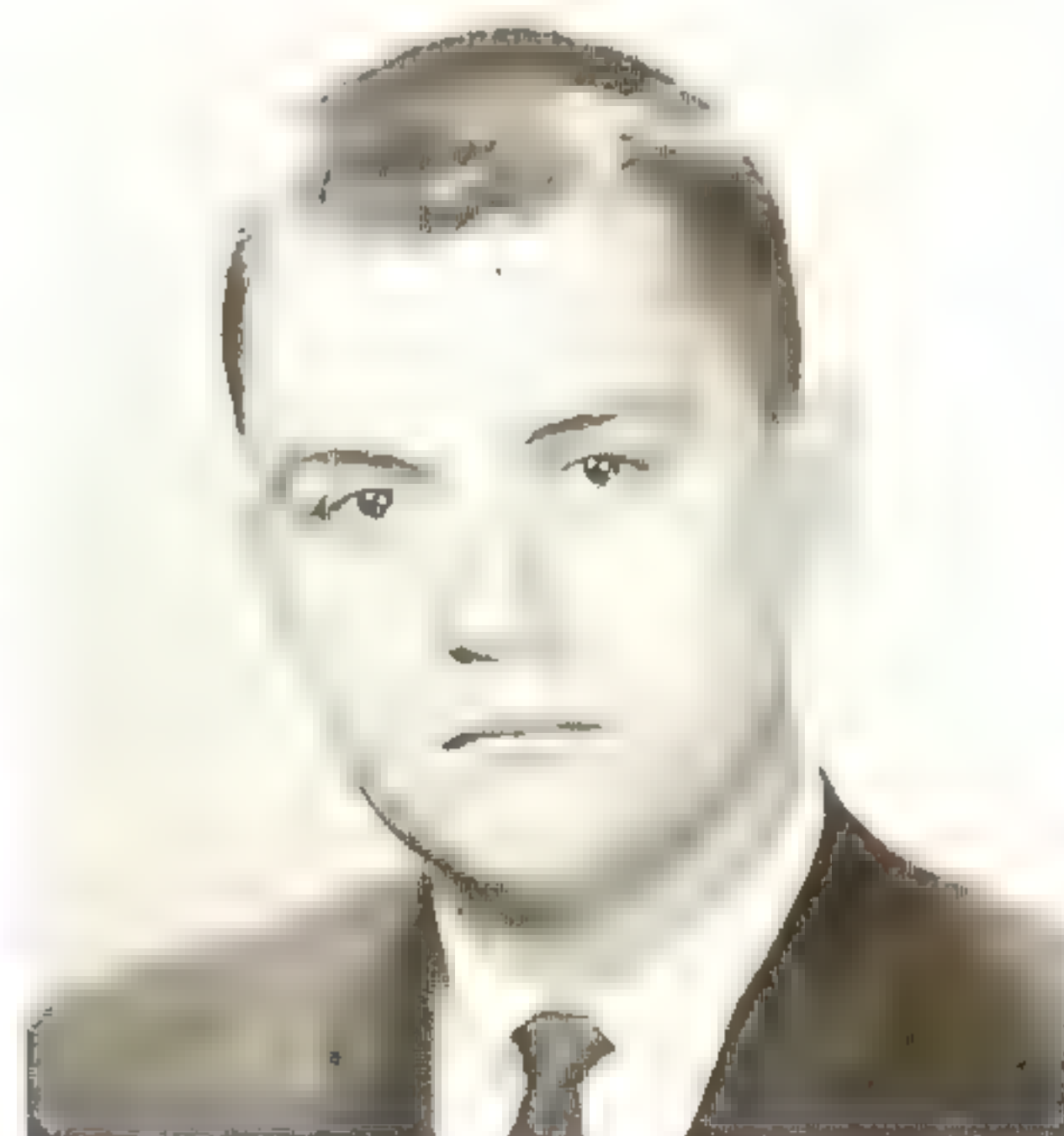
In Lake Charles . . .

Engineer Assigned To Nelson Station

ROBERT G. CHAPMAN, an engineer in the Lake Charles T&D, has been transferred to Roy S. Nelson Station as a plant engineer. This move was effective March 1.

Mr. Chapman has been in Lake Charles since joining the Company in 1960 following his graduation from the University of Southwestern Louisiana at Lafayette with an electrical engineering degree.

He is a native of Oakdale, Louisiana, and is married to the former Jo Ann Hutchinson of Alexandria, Louisiana. They have one child, Alicia, four-years-



R. G. Chapman

old. In Lake Charles they are members of the Boulevard Baptist Church.



"THE BRIGHTEST SHOW ON EARTH"

WORLD'S FAIR SYMBOL. The symbol of the 1964-65 World's Fair is the Unisphere, an open sculpture of the earth, constructed by U. S. Steel. It stands 12 stories high in the Central Mall, and will remain

a permanent part of the park after the fair is over. The New York fair will open its doors to the public on April 22 through October, 1964, and will run for the same period in 1965.

THE brightest welcome light of all time will shine skyward on April 22 when the New York World's Fair opens its doors to the public.

The light, consisting of 12 searchlights, each producing one billion candlepower, will be seen for miles around, inviting the Fair's expected 70 million visitors to "Follow the Tower of Light to the Fair."

The source of this powerful beam is the Electric Power and Light Exhibit's spectacular pavilion sponsored by 139 investor-owned electric utility companies for their neighbors as well as for thousands of visitors from other nations who will attend the international exposition. Our Company is one of the participants in this event.

Electric Power and Light Exhibit, Inc. is the corporation set up to administer the electric companies' participation in the World's Fair.

The investor-owned electric utility industry's exhibit promises to be one of the most spectacular at the Fair. Visitors will get a distinct idea of the contribution electricity has made to the people and to the nation throughout the years—and its promise for the future.

At the industry's "Tower of Light" pavilion, visual and sound techniques will be used to demonstrate these many invaluable contributions.

The pavilion stands on a plot covering 47,000 square feet on the central mall of the Fair. It will house an animated musical show which will describe the progress and services of the investor-owned power and light companies.

Rising 80 feet from a glimmering reflecting pool, the Tower of Light appears to be an inverted crystalline chandelier. Over 1,000 aluminum panels make intriguing staggered triangular prisms that rise to a peak, giving the pavilion a distinctive vertical appearance.

At night, the structure will come alive with ever-changing multi-colored lights that reflect on the specially treated prisms, creating a fairy-tale castle effect. During the day, the prisms will reflect the sun's rays, radiating a magic iridescence.

Inside, visitors will step onto an immense revolving "magic carpet" that will carry them through "The Brightest Show on Earth," a light-hearted musical show. A variety of techniques will be used in the presentation, including lighting effects, music, dialogue, three dimensional, animated figures and motion pictures.

A three-dimensional, animated talking figure named Uncle Ben will be the star of the show. He resembles an earlier Ben named Franklin who had

a significant electrical experience with a kite and is recognized as a traditional figure who suggests inventiveness, thrift, and free enterprise.

Uncle Ben has a friend and steady companion in an eagle named Sam, a factual character who will narrate much of the material. Like Uncle Ben, Sam is an animated, three-dimensional talking figure, electrically lighted and electronically controlled.

A romantic touch is provided by a boy and a girl who meet at the Fair and are hesitantly curious about the wonders of electricity.

"The Brightest Show on Earth" is presented in seven show chambers, each consisting of several sequences. Spectators will spend three minutes in each chamber as they revolve through the show.

A spectacularly illuminated and orchestrated "Overture of Light" introduces the show, after which the audience is told in song and story of the contributions of the investor-owned electric power and light industry in meeting the electrical energy needs of a growing America.

Uncle Ben and Sam lead the young couple—as well as the audience—on a guided tour of electrical progress. The audience meets a fanciful cast of characters, including a cow, piglets, chickens and "kilowatt birds," who all sing



TOWER OF LIGHT. The investor-owned electric utility companies' exhibit will be housed in the Tower of Light Pavilion which has been constructed of vertically staggered anodized aluminum panels rising, like an irregular pyramid, to a peak of 80 feet. The center of the building is an open light court from which three 120-foot high prismatic pylons extend to frame a shaft of light beamed skyward. Inside, visitors will be treated to a gay musical show that tells the story of the investor-owned electric utility industry and free enterprise.

liting songs about the wonders of electricity.

The show, produced by Alfred Stern, maintains the aura of a musical fantasy. Among the elaborate scenes is a stirring Fourth of July sequence, brilliantly illuminated by electrical fireworks, which is followed by a charming Christmas episode with music and lighting effects.

While Uncle Ben, dressed in a Santa suit, rides an ornate sleigh high above the audience, the chorus sings "It's the Fill Your Heart With Gladness Time of Year," an original Christmas song composed especially for the show.

After the Christmas scene, visitors descend to the ground floor where they will view the source for the "Tower of Light," and see an all-electric climate-

conditioning show and an electrical research exhibit.

In the "Court of Light," a glass wall will separate the visitors from the battery of 12 powerful Xenon bulbs, light source for the beacon—equal to 340,000 automobile headlights or 50 fully illuminated Yankee Stadiums.

Robert Russell Bennett, Broadway's most famous orchestrator, is the musical arranger for the show's bright score composed by Claibe Richardson. He is also the composer for the musical version of "The Madwoman of Chaillot," scheduled to open on Broadway next year. Miles White, who has designed costumes for scores of Broadway and Hollywood musicals, including "Oklahoma," "Carousel" and "Gentlemen Prefer Blondes," has designed the settings and characters.



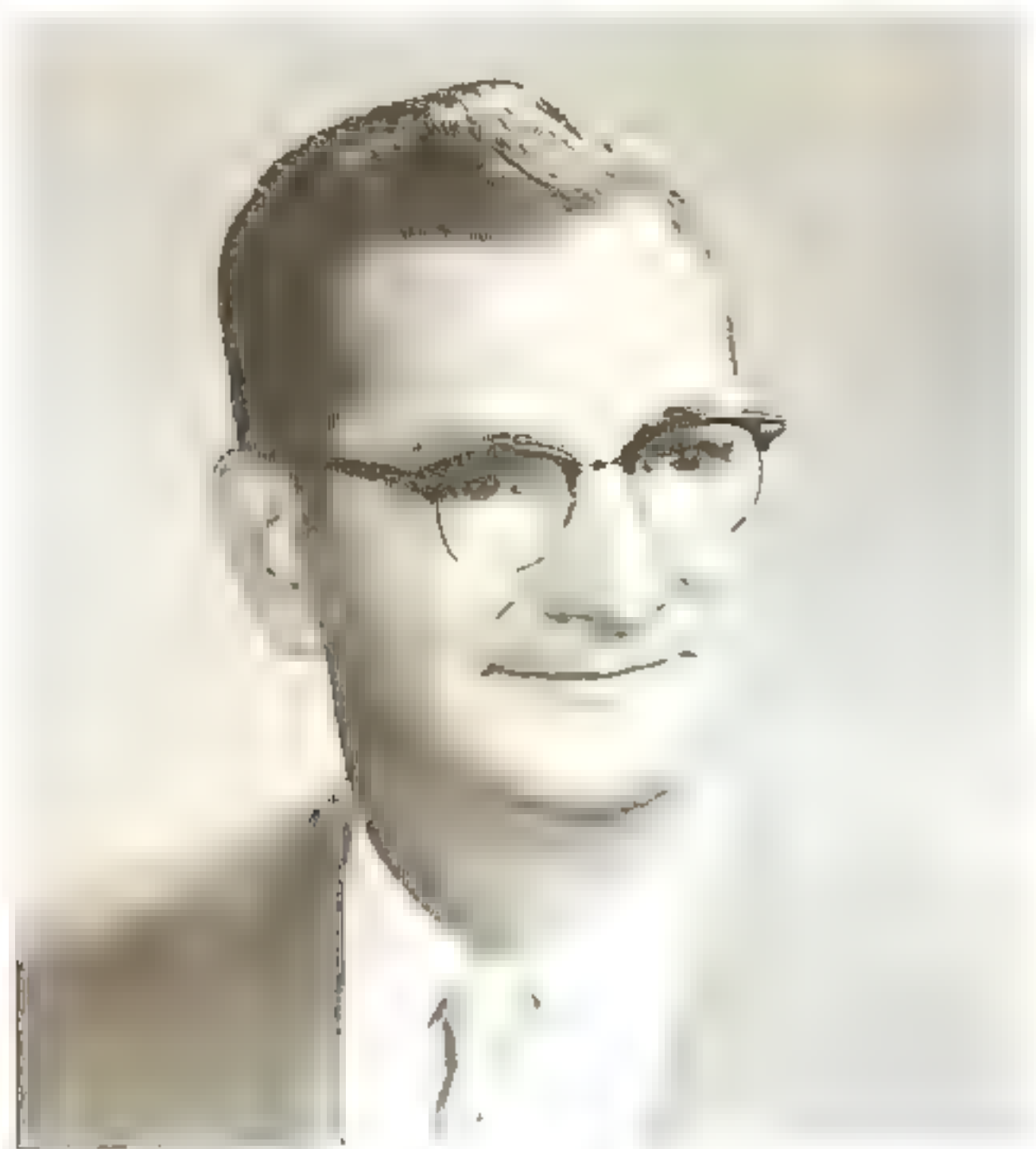
STAR OF SHOW. This is Uncle Ben, an electronically controlled figure, and the star of "The Brightest Show on Earth."

Many months of work and thousands of manhours on the part of well-known Broadway talents have gone into the conception and design of the show to insure that "The Brightest Show on Earth" will be one of the most entertaining and dazzling presentations at the Fair.

The whole show will be automatically run from a central control room which will contain all the electronic equipment necessary to program the seven chambers, the company identification display and the climate-conditioning sequence.

Since the "Brightest Show on Earth" is produced through a wide variety of techniques, graphics, three-dimensional animated figures and motion pictures, the problems of synchronizing them electrically and controlling them as the script requires necessitated some brilliant engineering. But these problems have been solved and most of the equipment requirements have been reduced to drawings. In fact, a good part of the equipment had to be specially designed.

You can be sure that on April 22, when the New York World's Fair opens its doors, the "Brightest Show on Earth" will be ready to "go on."



S. F. Krebs



R. E. Cowart

In Beaumont, Liberty . . .

T&D Advances Three Employees To New Foreman Positions

THE Beaumont T&D Department recently announced changes for three employees.

S. F. Krebs, line foreman in Beaumont since April, 1963, was named service foreman on March 16.

Roy E. Cowart, formerly a line utility foreman in Beaumont, has been promoted to line foreman and Ross Reed, a lineman, first class, in Liberty, was advanced to line utility foreman and transferred to Beaumont. These two moves were effective April 1.

Mr. Krebs

Mr. Krebs has been employed with our Company since November, 1940, when he came to work as a groundman in the Beaumont Line. He was



Ross Reed

transferred to the Service Department in 1948. He made serviceman, first class, in 1949.

In 1951 he was transferred to Woodville and worked in the Service Department there until transferred back to Beaumont in 1957 as a lineman, first class. He was promoted to utility foreman that same year.

Mr. Krebs is married to the former Dorothy Reaux of Beaumont. They have four children and are members of St. Pius Catholic Church where he is a member of the Knights of Columbus, Council 4172.

Mr. Cowart

Mr. Cowart, a native of Beaumont, joined our Company as a helper in Beaumont Line in 1944. He went into the service in 1945 and returned to his former job in 1948. He advanced through various line positions until becoming a lineman, first class, in 1952.

In 1958 he moved to the Service Department as a serviceman, first class, and was promoted to line utility foreman two years later.

Mr. Reed

Mr. Reed, a native of Dayton, Texas, came to work as a helper in the Liberty Line in 1946 following his discharge from the U. S. Marines. He has been a lineman, first class, since 1960.

He is married to the former Virginia Lee Hale of Dayton. They attend the Heights Baptist Church in Liberty and he has been active in Liberty Future Farmers Association work.

In Baton Rouge . . .

R. J. Jarreau Retires April 1

ROLAND J. JARREAU, a toolroom attendant in the Baton Rouge T&D, retired April 1 after more than 27 years with our Company.

A native of Mix, Louisiana, Mr. Jarreau joined our Company in Baton Rouge as a laborer on January 1, 1937. He was made a helper in the T&D in 1941 and was transferred to the Substation as a mechanic in 1944. He had been a toolroom attendant since 1956.



R. J. Jarreau



THRIFT PLAN

THE trustee of the employee thrift plan purchased the following stock during March with employee deductions and Company contributions through February:

- 1,350 shares of common stock for a total cost of \$57,455.47 or an average cost per share of \$42.5596
- 74 shares of \$4.40 preferred stock for a total cost of \$7,210.19 or an average cost per share of \$97.4350

These costs included brokerage and commission fees.

The trustee also deposited \$36,846.99 with the savings department of the First Security National Bank of Beaumont.



E. B. Smith



C. A. Arnold

In Beaumont . . .

Accounting Promotes Two Employees To New Supervisory Positions

THE promotions of two Beaumont Accounting Department employees were announced April 1.

Edwin B. Smith, an accountant in Plant Accounting, has been transferred to the Purchasing Department and promoted to traffic supervisor.

Clayton A. Arnold, also an accountant in Plant Accounting, has been transferred to the Tax Accounting Section and promoted to tax representative.

Mr. Smith

Mr. Smith, a native of Beaumont, joined our Company as a clerk in the Purchasing Department in 1952. He became a senior clerk two years later and a buyer in 1957. He was transferred to General Accounting as a junior accountant in 1960 and became an accountant in Plant Accounting in 1961.

He is married to the former Anita Louise LaCour of Beaumont and they have three children, Mark, Michael, and Frank. He is a member of Beaumont's First Baptist Church and a former member, president, secretary and board member of the 20-30 Club.

A 1946 graduate of Beaumont High School, Mr. Smith has been active in Little League work. He was manager of the 1956 Spindletop Post All-Stars who came within two games of earning a berth in the Little League World Series in Williamsport, Pa.

Mr. Arnold

Mr. Arnold, a native of Groveton, Texas, came to work after receiving his bachelor of business administration degree at Sam Houston State College in 1955. He progressed through various

accounting positions until becoming an accountant in general accounting in 1960.

He was transferred to plant accounting in 1962.

Mr. Arnold is married to the former Gale Hilborn of Conroe. They are members of the Highland Avenue Baptist Church. He is also a member of the Beaumont YMCA and is a Master Mason in Lodge 284 in Groveton.

Mrs. Arnold is a stenographer in the System Industrial and Commercial Sales Department.

Service Awards Banquets Set

DATES have been announced for the 1964 Service Awards banquets. Invitations are now being prepared and will soon be mailed to all members of the service award club. Awards will be presented to 124 Gulf Staters. Of this number, 66 will be inducted into the club as ten-year members.

The service award banquet dates are as follows:

Port Arthur Division	April 27
Beaumont Division	April 28
Colored Meeting (Texas and Lake Charles)	May 2
Baton Rouge	
Colored Meeting	May 5
Navasota Division	May 8
Baton Rouge Division	May 20
Lake Charles Division	May 27

Baton Rouge Cooking School to Be Held

"PARTY Time—Electrically," will be the theme of the annual cooking school conducted by our Company and the State-Times and Morning Advocate in Baton Rouge, May 5 and 6.

The show will be held at 9:30 a.m. both days at the Gordon Theater on N. 4th and will feature demonstrations in electric living by members of the Home Service Department.

While primarily a cooking school, the program will include demonstrations and tips on freezing foods, laundering and other activities of the modern homemaker.



Reddy's College of Kilowatt Knowledge

1. The Federal government owned .7 per cent of U. S. electric generating capacity in 1933. How much did the Federal government own in 1963, 30 years later?

a. 5 per cent; b. 10 per cent; c. 13 per cent; d. 22 per cent

2. The General Accounting Department in Beaumont must keep track of the electricity usage of how many customers?

a. 100,000; b. 175,000; c. 287,000; d. 307,000

3. Our Company is one of 134

that report average annual kilowatt-hour use per residential customer to the Edison Electric Institute. How does our Company rank?

a. 14; b. 19; c. 26; d. 39

4. Television has become perhaps the most popular entertainment medium. How long, on the average, can you operate your television set on a dime's worth of electricity?

a. 5 minutes; b. 5 hours; c. 5 days; d. 5 weeks

5. One of the major attractions at the World's Fair which opens this month in New York is the Tower of Light. Twelve searchlights will throw a 12-billion candlepower beam of light into the air. What is the diameter of each searchlight?

a. 3 inches; b. 3 feet; c. 3 yards

(Answers on page 14)

In Baton Rouge . . .

L. E. Strickland Dies Following Illness

L. E. STRICKLAND, head fireman, Louisiana Station, died March 18 in a Baton Rouge Hospital following a lengthy illness.

Mr. Strickland, a native of New Orleans, had been an employee since 1945 when he joined our Company as a operator's helper in Baton Rouge. He progressed through various positions until named a turbine engineer in 1953. He was made switchboard operator in 1958 and has been head fireman since 1959.

He was a veteran of WW II, having served four years in the U. S. Army. He was a graduate of the Baker, Louisiana, High School.

He is survived by his wife, the former Margie Dean Bennet; his father, Joe Q. Strickland; three daughters, Peggy Diane, Cynthia Kay and Debra Sue, all of Baton Rouge.

He was a member of the Baton Rouge Lodge No. 372, F & AM and the American Legion.

Sympathy to:

Frank Washington, Lake Charles Substation Department, on the death of his mother, Mrs. Geneva Cuba.



DIES. Hosey Adams, janitor in Building Maintenance, Baton Rouge, died February 19 at the age of 55. He was born April 22, 1908, in Livonia, Pointe Coupee, Louisiana. He attended the Pointe Coupee Parish Schools and has been an employee of our Company since June 3, 1938, when he came to work as a laborer in Baton Rouge. He was made a janitor in Building Maintenance in 1960.



L. E. Strickland

Let's Read Our Mail

FROM BEAUMONT

Dear Sir:

Please pass on to your serviceman our appreciation for the prompt and efficient service he gave us in 'the dead of night' (about midnight, Sat. night, March 14). While we realize that it was his job and in the line of duty—the pleasant and helpful attitude is most appreciated.

Sincerely,
Mr. and Mrs. Dwight Kirkland
2664 Harrison
Beaumont

The serviceman who answered this midnight call was Claude Stracener of the Beaumont T&D.

Answers To Killowatt Kollege

(Questions on page 13)

1. c. 13 per cent. In 30 years the Federal government's percentage of the nation's power output rose from .7 to 13 per cent, and is still on the rise. Today, Federal agencies and the federally financed rural electric co-ops account for 14.3 per cent of the U.S. total.

2. d. 307,000. Through the new system wide billing procedure that incorporates a Data Processing

gulf staters in the news

H. A. Kluttz, turbine engineer in System Production, Beaumont, has been re-elected secretary of the Plant Design and Operating Committee for 1965. The committee is made up of utility company personnel, consulting engineers and design firms in the southwestern and southeastern United States. Mr. Kluttz has been with our Company since 1948. He was in the Production Department in Baton Rouge until transferred to Beaumont in 1956. He is a native of Raleigh, N. C. and was graduated from North Carolina State College with a BS degree.

E. A. Werner, vice president, Baton Rouge Division, was a member of the delegation from Baton Rouge to Dallas to visit research center facilities and attend the U. S. Chamber of Commerce "Aircade for Citizenship Action" last month.

Jack Watson, System Purchasing, Beaumont, has been awarded a five-year service pin for distinguished work with the Jefferson County March of Dimes.

Hubert J. Desselles, repairman, first class, Louisiana Station, was elected to serve on the executive committee of the United Commercial Travelers of America which will hold its Mississippi-Louisiana bi-state convention in Baton Rouge, May 15-16.

C. P. Shirey, safety-training manager, Beaumont, was re-elected to serve a second term as vice president for church activities on the Texas Safety Association last month in Houston.

Center, our Company is now able to keep an extensive and detailed record of each customer's history of electric service and payments.

3. b. 19. At the end of 1963, our Company reported an average annual Kwh use per home customer of 5,260.

4. c. 5 days. That's right, you can operate your television set for about five days on a dime's worth of electricity. It's an entertainment bargain that's hard to beat.

5. a. 3 inches. Developed to simulate the sun in space research, each lamp is less than three inches in diameter and 9½ inches long.

(Sources for these answers will be furnished upon request.)

L. V. Dugas, superintendent of commercial and industrial sales, Beaumont, has been appointed to serve on the industrial development committee of the Beaumont Chamber of Commerce. The committee will encourage and assist in the growth of job opportunities in the Beaumont Upper Gulf Coast Area through the attraction of new industry and commerce and the expansion of existing industrial and commercial activities.

Jerry St. Dizier, lighting engineer, Lake Charles Division, has been named vice president of the Lake Charles Recreation Commission. He has been serving as treasurer of the commission.

Roy Franques, an employee in Lake Charles, has been appointed to the five-man charter commission as a representative of labor. The commission is studying the city's present form of government. It will make its findings and recommendations known to the city council for action. An election could be called for amendments to the present charter or for removing the present form and substituting another.

Researchers have now singled out certain clues which help physicians to identify persons who may be susceptible to heart attack long before any symptoms occur, Southeast Texas Heart Association says.



SPEAKS AT CAREER DAY. Vic Norvell, district superintendent, Silsbee, was one of the participants at the annual Career Day Program sponsored by the faculty and students of the Silsbee High School. His talks on the "Electric Light and Power Industry" received many favorable comments from the students. "It was a profitable experience for our school," Weeks Crawford, principal of Silsbee High School, told Mr. Norvell. "We feel, in making the overall evaluation on the program, that it had the effect for which we had hoped when the Career Day program was planned."



POWER PLANT MEN TOUR RIVERSIDE STATION. Garland Strang of Lake Charles, seated, operations and maintenance supervisor at Riverside, explains computer system to 16 members of the Plant Design and Operating Committee who visited Riverside March 19. The Committee is made up of representatives from a composite group of some 11 gas-burning utility companies in Texas, Louisiana, Arkansas, Oklahoma and Mississippi. Other Gulf Staters shown are John Warmack, electrical engineer, System Production, second from left, and Results Department Superintendent W. B. Gurney, fourth from left, both of Beaumont.

At Greinwich "Bowlarena" . . .

Lake Charles Employees to Host Third Annual Bowling Tournament

THE third annual employee bowling tournament will be held May 2 and 3 in Lake Charles, it was announced by V. F. "Sonny" Horstmann, Engineering, Lake Charles, general chairman for this year's event.

The tournament will be held at the Greinwich Bowling Center "Bowlarena", 2727 Highway 14, two miles south of U. S. Highway 90. The "Bowlarena" features 32 lanes, with nursery, lounge and restaurant.

"To stimulate interest in this year's tournament," Mr. Horstmann said, "local merchants have provided additional prizes of gasoline, food, and beverages for the visiting keggers.

"In order to make it easier for participants to arrange transportation and lodging, a team for this event will be made up of four bowlers. Bowlers from the other divisions can expect to be well entertained by the Tournament Committee. So we are looking for a large turnout.

"This is an invitation to you "foreigners" to come help us dethrone Baton Rouge from the winning team circle. No other division has won the team event since the inception of the tournament. The past team titles have been for five bowlers per team so this could

be the year—although BR has dreams of taking home the team trophies once again and interest is running high in the city that has produced more competition than any other division."

Here are some of the records established in last year's tournament in Lafayette:

All events (Scratch) Emery Fruge, Lake Charles - Ralph Shirley, Baton Rouge—1805.

All events (Handicap) Joe Olivier, Lafayette—1922.

Team Titles, Baton Rouge, both tournaments.

Doubles (Handicap) Stanley Paxton, Jim Chandler, Baton Rouge—1308.

Men Singles (Handicap) Honore Miller, Lafayette—689.

Women Singles (Handicap) Betty Smith, Baton Rouge—266.

*Men High Game (Handicap) Don Davis, Beaumont—266.

Women High Game (Handicap) Jane Fruge, Lake Charles—230.

*Only record established in first tournament still standing.

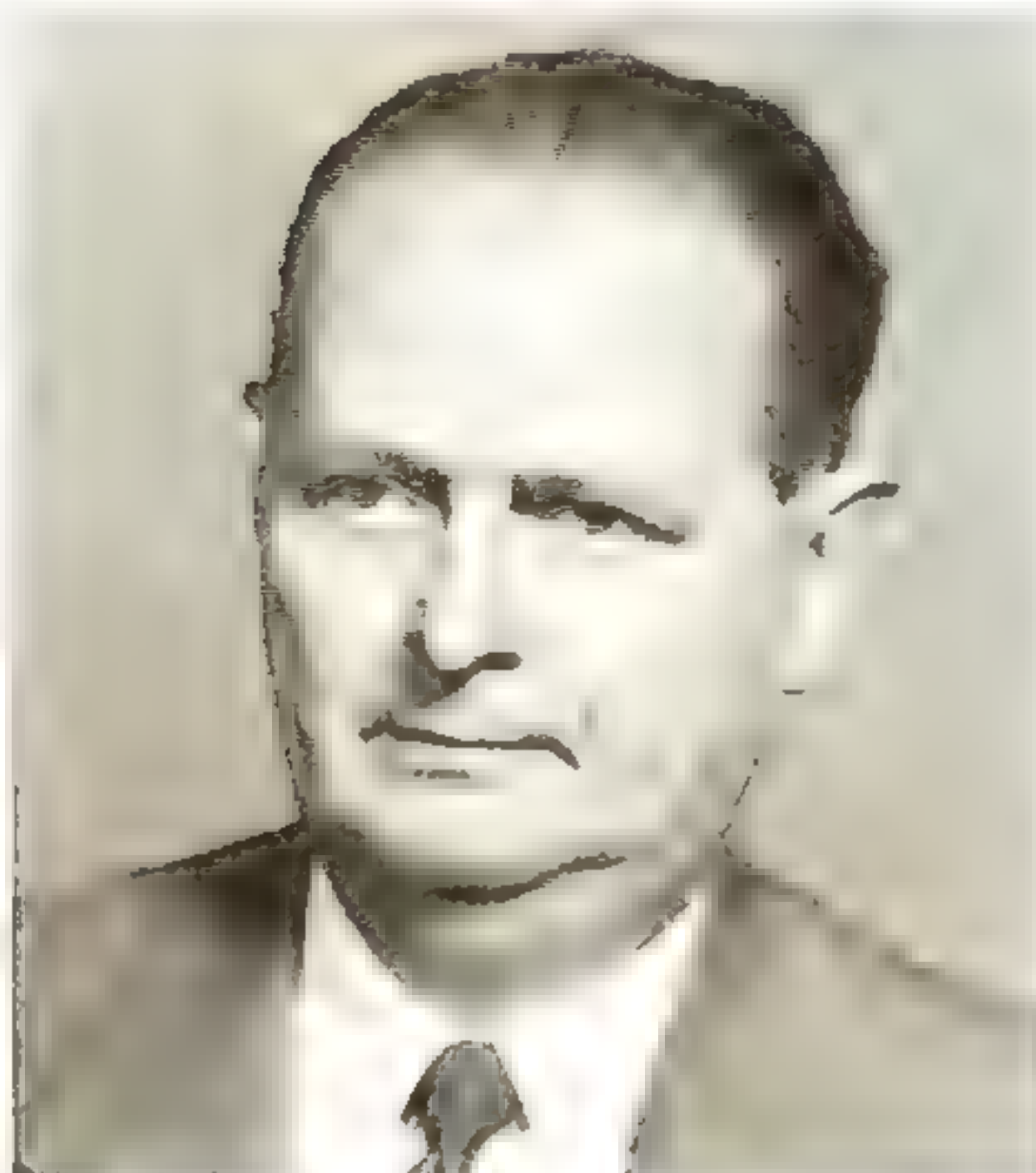
Shift schedules for both Saturday and Sunday are at 10:30 a.m., 1:30 p.m. and 4:30 p.m. Mr. Horstmann said teams, doubles and single events may be rolled on the same day if desired.

SERVICE AWARDS

FORTY YEARS



A. A. Adams
Distribution
Jennings



P. P. Newman
Sales
Navasota



M. W. Taylor
Distribution
Navasota

THIRTY YEARS



C. L. Blackwell
Production
Louisiana Station



Wilfred Duhon
Distribution
Lafayette



F. F. Elkins
Sales
Port Arthur



E. V. Folsom, Jr.
Treasury
Beaumont



C. H. Muse
Distribution
Conroe

TWENTY YEARS



Jeanne Johnson
Treasury
Lake Charles



Ed Allen
Treasury
Huntsville



A. E. Boswell
Distribution
Beaumont



Artis Foreman
Production
Sabine Station



W. J. Petzolt
Distribution
Navasota



Herman Dotson
Production
Louisiana Station

TEN YEARS



Shirley G. Roddy
Treasury
Baton Rouge



Jean Weber
Treasury
Port Arthur



G. E. Brown
Distribution
Liberty



E. J. Broussard
Sales
Lafayette



T. L. Cloutre
Distribution
Port Allen



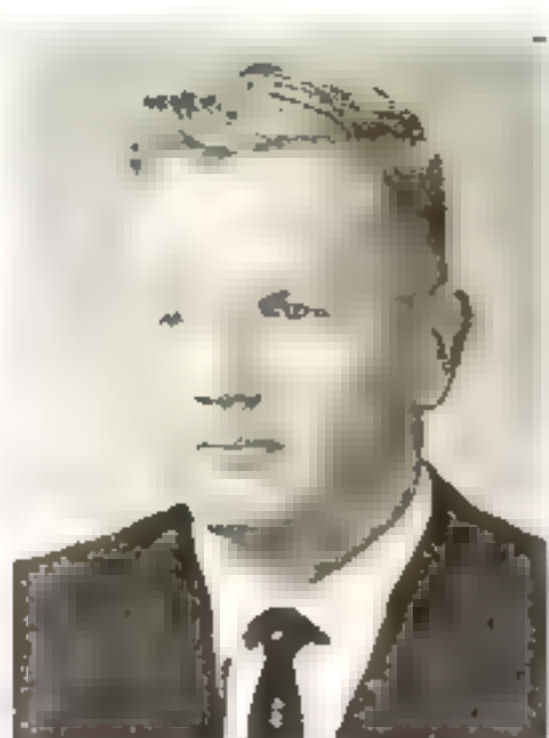
J. B. Conn
Distribution
Port Arthur



J. E. Dowies
Treasury
Orange



N. W. Ener, Jr.
Treasury
Beaumont



W. L. English
Distribution
Beaumont



J. S. Gremillion
Production
Louisiana Station



A. H. Harrison
Distribution
Baton Rouge



E. L. Hegwood, Jr.
Distribution
Beaumont



B. B. Jackson
Distribution
Beaumont



M. K. Pruitt
Production
Neches Station



B. R. Stout
Distribution
Conroe



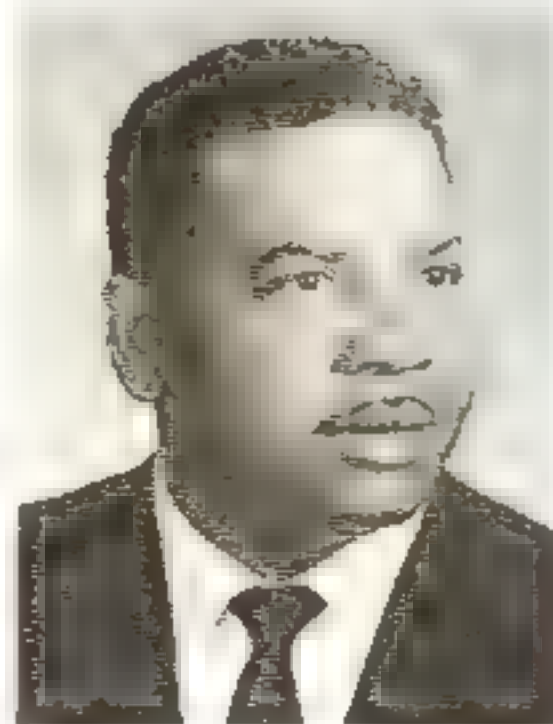
H. G. Tierney
Treasury
Beaumont



P. E. Whitehead
Distribution
Baton Rouge



Emmitt O'Conner
Distribution
Baton Rouge

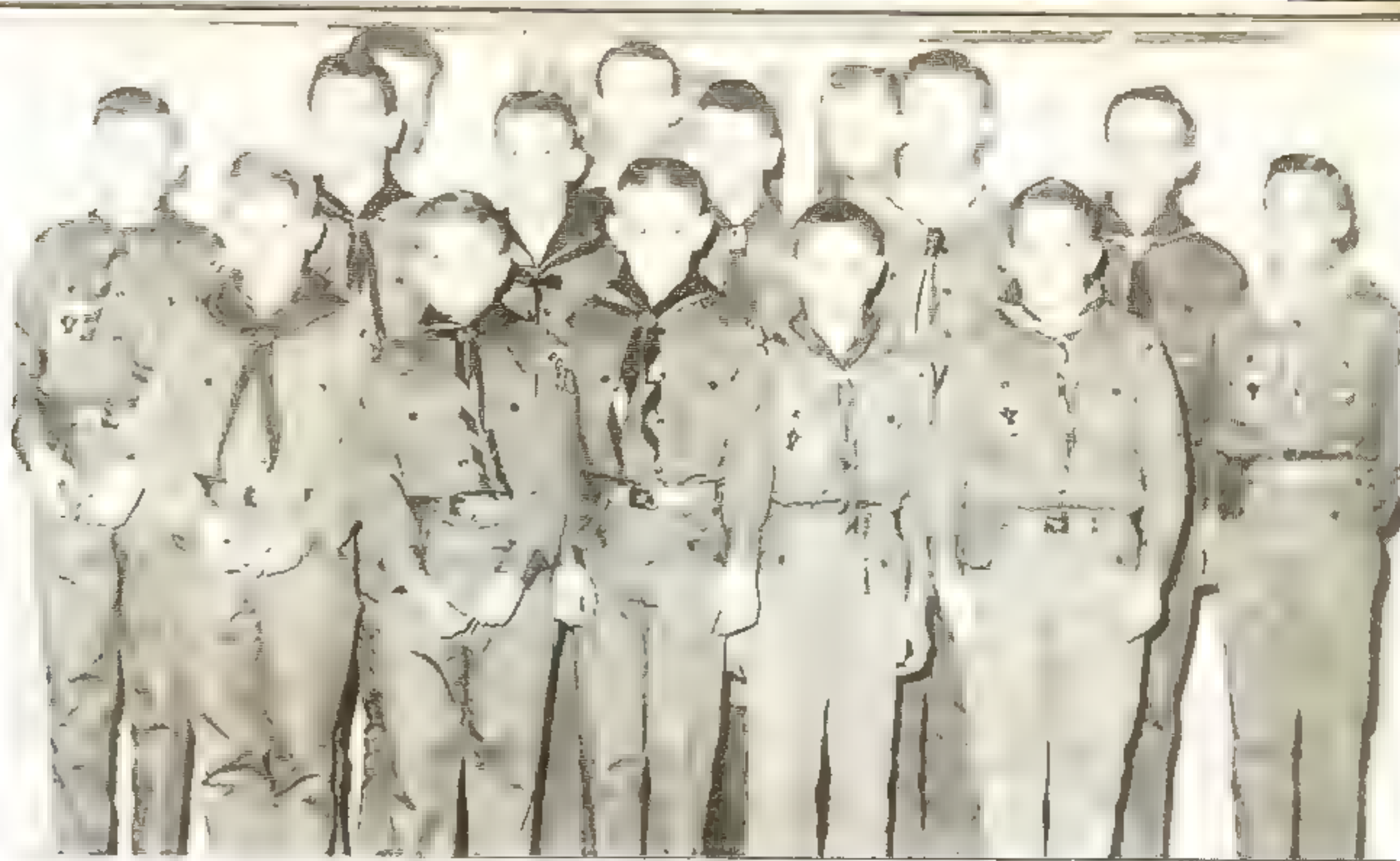


B. A. Stagg
Distribution
Beaumont



J. T. Stewart
Production
Louisiana Station

Picture Personalities



SCOUTS ADVANCE IN RANK. This group of Navasota, Texas, Boy Scouts received awards at the Boy Scout Court of Honor last month. Scoutmasters for the group are Hardy Stabler, primary and special tester in the Navasota Meter Department, and Jim Richardson, industrial engineer for Navasota Division. Receiving awards were, front row, left to right, Stacey Stabler, Jimmy Richardson, sons of Hardy and Jim; Stephen Scrivener, Joe D. Shead and Keith Kookan. Second row, Morris Poteet, Danny Shead, Steven Kennard, Bob Bosse, Douglas White, grandson of Phil Newman, superintendent of sales for Navasota Division; Charles Jacoby, and Corky Jones, son of W. A. Jones, mechanic in the Navasota Substation. On the back row are Scoutmasters Stabler, Bill Bockman and Richardson.



SWEETHEART AND BEAU. Nancey Wiseman and Tommy Akins were recently named sweetheart and beau of Baton Rouge's Central High Future Homemakers of America. Tommy is the son of M. O. Akins, line foreman in Baton Rouge T&D. Besides being president of Central FHA, Nancey, the daughter of Mr. and Mrs. C. O. Wiseman, was winner of the parish yam contest, parish parliamentarian for FHA and an honor student. Tommy plays football, basketball and baseball and is a member of the Industrial Arts Club. Both are seniors.



WE'RE BROTHERS. James Allen and Gary Wayne are the sons of Billy Creel, residential sales representative in Beaumont.



"PLEASE, DON'T MAKE ME LAUGH." This happy young lady is Donna Anne, the eight-month-old daughter of Mr. and Mrs. Willie Duhon, a truckdriver, in Lake Charles Store-room. The Duhons have a son, Michael.



BOWLING REWARD. A happy Gulf Stater, Lloyd Bean, receives a big kiss from his wife, Bobby, after bowling a perfect sanctioned league game recently at Holiday Lanes in Groves, Texas. His highest previous game was a 256. Lloyd carries a 176 average and has been bowling in league play for only four years. He is employed in the Port Arthur Line.



COMMERCIAL FOOD PREPARATION CLASS—Al Mesko of General Electric conducted a two-day training program stressing food preparation and procedure in our Baton Rouge Division office February 27-28. Attending the classes were GSU commercial sales personnel from Baton Rouge, Lafayette, Jennings and Lake Charles and six guests from Louisiana Power & Light Co. The participants prepared and cooked fried chicken, shrimp Creole, potatoes, garlic bread, toasted egg salad sandwiches, fried apples dipped in cinnamon sauce and fried onion rings. Equipment used to demonstrate the recommended procedures during the training program included the electric steamer, fryer, griddle, trunnion kettle and single pan oven.



MID-YEAR GRADUATE. Glynes Kay "Missy" Westh, daughter of Mr. and Mrs. Valdemar Westh, (he's mechanical maintenance supervisor, Louisiana Station) was among the eleven students at LSU Medical Center in New Orleans to receive a bachelor of science degree at the Louisiana State University's mid-year graduation ceremony. Miss Westh received her degree in medical technology.



WALTZ CONTEST WINNERS. Carol Ann Guedry, daughter of Mr. and Mrs. Carol Guedry, Baton Rouge Line, and Steve Sharp, grandson of Mr. and Mrs. Edward J. Alonzo, Jr., Baton Rouge Line, were one of the five couples chosen from over 50 couples competing for the grand prize in the Waltz Contest at the annual Christmas formal sponsored by the Baton Rouge Recreation and Park Commission.



SPEAKS TO ORANGE OPTIMISTS. C. A. Ibach, superintendent at Sabine Station, was the principal speaker at a meeting of the Orange Noon Optimist Club last month. He spoke on the operation of an electric utility company's production department.



ALL IN A DAY'S FISHING. Clayton A. Arnold, right, and E. E. "Kit" Evans, center, of the Beaumont Treasury, hauled in this string of fish last month while on a fishing trip with Clayton's father, Clayton Arnold of Groveton.

BUYS SCOUT EXPOSITION TICKET. A. W. Hastings, vice president of our Company and president of the Trinity-Neches Boy Scout Council, buys a ticket to Scout Exposition from Tommy Fenner, a member of Scout Troop 50 sponsored by St. Andrew's Presbyterian Church in Beaumont. Tommy was one of the leaders in the advance sales campaign. He sold 54 tickets to the exposition which was held March 13 and 14 in the South Texas State Fairgrounds Exposition Building.



over the COFFEE CUP



NANCY BRANNAN, daughter of L. N. Brannan, system supervisor of area development, Beaumont, was chosen a duchess to represent L'Allegro Literary Social Club of Texas Woman's University at the annual Cotton Pageant and Ball at Texas A&M University, April 4.

A graduate of Beaumont High in 1962, Miss Brannan is a sophomore at the Denton school. She is majoring in interior design.

From the duchesses representing the many TWU organizations, seven princesses will be chosen at the Cotton Pageant and Ball. The eventual Maid of Cotton for 1964 will be selected from



A FAREWELL GIFT. Kenneth Sutton, system director of advertising, Beaumont, helps Marion Holder, steno in the Advertising Department, open one of the gifts she received on her last day. Mrs. Holder resigned March 26 to move to Midland, Texas, where her husband, Doyle, is a teacher. She had been an employee in System Advertising for six years.

the seven finalists.

The event, in its 30th year, is sponsored by the Texas A&M University Agronomy Society.

Miss Brannan will be escorted by Bill McClung of Texas A&M University.

BETTY WELCH, Construction Budget, announced her engagement to Jimmie E. McClean. They have set the big date for May 23.

The Records Department lost two girls during the month of February. **Martha McCall** left on February 21 for Houston and is now working for Houston Natural Gas. **Faye Phelps** left on February 28 to await the arrival of the stork.

Margaret Lenhart came back to work in our department on February 17. Welcome back Margaret. We would also like to welcome **Mary Ann Nuchia** who came to work on February 18, replacing Martha McCall.

Frances Stripling, Records Department, has purchased a red Austin Healey Sprite. It surely is a cute little car and the car and Frances seem to go together.

—By Dorothy Gaus



MURPHY GIBBS, Lake Charles line foreman spent his vacation in Beaumont where his wife underwent ear surgery.

Andrew Landry has returned to work after an absence spent in the hospital with back trouble. He's in the Lake Charles Line. Andrew said he was glad to be up and around again. He found that you can really get tired of television.

James T. VanWinkle, substation foreman, attended the supervisory development program at Louisiana State University the first week of March.

The Service Department welcomed **Jane Connelly** who took **Shannon Bridges'** place when she left March 26 to join the Lafayette Accounting Department.

—By Bobbie Moon



E. A. GANIER, Gas Department serviceman, is back in the hospital. Get well, Soup, and hurry back.



HAPPY FELLOW. William Ernest "Chip" Lenhart, IV, is the four-month-old son of Mr. and Mrs. William Ernest Lenhart, III, of Beaumont. His mother is Margaret Lenhart in the Records Department in Beaumont.

Sidney Jack, has been transferred to the Baton Rouge Main Office, where he will work as janitor.

Cary Parker, has been transferred to the Gas Department from Louisiana Station.

—By Freda Hoyt

Anyone who thinks the younger generation isn't creative should watch a group of teenagers building sandwiches.



Mr. and Mrs. Fred Kressman, he's an operator's helper at Sabine Station, on the birth of their second child, **Ross Edward**, March 16.

Carl Ray Bradley, Lake Charles appliance repairman, and his wife on the birth of their daughter, **Rebecca Kay**, March 18.

Mr. and Mrs. David Doan, he's foreman in the Navasota Division Garage, on the birth of their daughter, **Davina Rae**, February 27.



For a GOOD EMPLOYEE CLIMATE

The basic function of our economy is to raise standards of living as high as possible.

Business cannot benefit when consumers—employees—are lacking in buying ability.

But a rising standard of living can be accomplished only by raising output. Living standards can't be raised just by somebody's saying "Let's raise them"—whether that somebody is a head of government, a union official, or a company president.

If it could be done that way, then the backward nations of the world could have as high a living standard as this country does.

What makes a favorable climate for economic growth and increased output? Many things, of course. Primarily, the opportunity to produce profitably; the incentive for investment in industry; a minimum of government harassment and over-regulation; good employee-employer relations.

To reach a high level of jobs and prosperity, we need what is called "a good business climate."

It might just as well be called "a good employee climate."

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YOU get a rough idea of how many of your tax dollars have already gone into electric power systems owned and run by the federal government. And that's quite an eyeful of silver dollars.

Some people want our federal government to get even deeper into the power business. They want it to spend billions more of your tax dollars for federally owned electric systems.

The fact is investor-owned electric power companies are already planning and building to supply all the additional electricity you—and all America—will need to keep the future bright. They are companies you built, because you have supported them as customers—perhaps as a shareholder, too. For these are local companies owned by millions of investors, by millions of people like you.

When you think of all this, do you see any reason for the federal government to spend your taxes on more federally owned power systems—a job it doesn't have to do?

